

Growth Plan for the Western Balkans

Access to the EU single market:

TOP
PRIORITIES

4

1

ACCESS TO THE SINGLE EUROPEAN PAYMENT AREA (SEPA)

- Making payments faster, driving financial inclusion and reducing the informal economy.
- It could reduce the cost of sending remittances from the EU to the Western Balkans by up to

€500
million
a year



2

ENHANCED GREEN LANES

- Boosting trade and supporting business by reducing waiting time at border crossings
- Making the region more attractive to investors and facilitating easier supply chains.
- In 2023, thanks to the Green Lanes within the region

20

years in
waiting time
was saved



3

WIFI4WB

- Boosting deployment of internet access in public spaces and rural areas
- Bringing connectivity closer to citizens, allowing them to benefit from the opportunities of digitalisation, as a concrete step towards the realisation of the Common Digital Market.



4

ACCESS TO THE EUROPEAN DIGITAL INNOVATION HUBS NETWORK

Accelerating the digital transition of SMEs, startups, and public sector in the Western Balkans.

